

South Los Angeles Industrial Tract BID
Board of Directors Meeting
April 23, 2013 at 11:00 am
655 E. Florence

In Attendance: Duke Dulgarian, Steve Stone, Mark Whitman, Greg Goodman, Matt Mullen, Oscar Avina, Raleigh Waller, Arghavan Sadeghi, Susan Levi, Karina Ceja

- I. Call To Order
- II. Introductions
- III. Public Comments
- IV. Approval of Minutes- **Minutes approved by Goodman/Stone unanimous.**
- V. Impact Farms Newsletter Article- Waller proposed to include the community as best they can. Impact Farms would like to identify people who would want to participate in the program. Waller stated that he would also like to survey property owners. He addressed the importance of working on this project as a group to support the investments and get the products on the market. Stone asked if the information Waller passed out would be going in the newsletter. Waller stated that it would be very helpful and that he was also including a link to a survey online. Levi explained that the BID designs, prints and mails out newsletters to property owners. Dulgarian asked Waller what he was interested in doing. Waller replied that his focus is in helping turn the area into an urban agricultural area. Dulgarian asked how this would involve SLAIT. Waller stated that he would like to introduce this idea to the SLAIT members and let them know that Impact Farms is here. **Motion to include Impact Farms' article in the SLAIT newsletter with a link to the online survey as amended by Rowley/Stone unanimous.** Levi stated that this is legal because they are not promoting just one business. Stone added that they are just making people in the BID aware of this service. Levi stated that they can make additional copies to be passed around to business owners. Stone asked to be clear that this is not advertising this is simply a new opportunity for property owners in the BID.
- VI. Security Update- Avina reported on a couple of incidents in the BID. Avina tackled the boyfriend who was swinging an axe as family members chased the daughter's boyfriend. The security team was able to catch people trying to dump 14-20 bags of clothes on 59th street. There was also a break-in at 1001 E. 62nd Street. Stone asked what was stolen. Avina stated that clothes were stolen, like leather jackets. The property now decided to turn on their alarm again after many years of having it off. Waller asked what they could do about the access from the back fence of the railroad. Whitman replied that each property owner may fence off their property. Avina affirmed that most properties already have it fenced off. Waller suggested that cooperation between people from the neighborhood is the best answer. Dulgarian asked about the new shopping center in the area and if they will have their own security. Mullen assured him that the new shopping center would have their own security.

- VII. Banner Quote- Levi presented two quotes for Banners in the meeting packets from AMGRAF. The quotes are for a black and white SLAIT logo banner for either every light pole or every other light pole in the BID. Mullen suggested the logo written horizontally. Whitman asked how the banners are secured. Levi stated that they use pole mounts. The board asked that the company send them different designs that they can choose from. Levi stated that the company policy is that they need an approved quote before they can show designs. Stone stated that he votes that they do not approve the company. Stone felt that the company, which will be making a large amount of money from the BID, should be able to create a few designs in the computer for the Board to see. Levi reminded Stone that everyone nowadays charges for designs. Stone asked for the typical life of the banners. Levi stated that the banners last at least 3 years then they have to be replaced from normal wear and tear. Stone stated that his vote is to not use this company. Levi asked if the Board can at least approve one of the two quotes. Stone disagreed because he felt uncomfortable voting for something he is not sure of. Dulgarian posed the question if banners are something the Board is still interested in. Mullen asked what the goal was. Levi responded that the banners are a branding effort for the BID. Most BID's do it for their boundaries. Waller suggested that maybe they add the year of establishment. The Board liked the idea. Levi reminded Board members that this cost will be supplemented by a DWP grant. **Motion to approve banner estimate #5164 pending approval of revised logo with the signature of the director and a Board member to complete authorization of a contract as amended by Stone/Waller unanimous.**
- VIII. Maintenance Update- Levi informed the Board that the trees in the BID are being trimmed as they met.
- IX. Next Meeting Date – Tuesday, May 14, 2013 if necessary
- X. Adjourn- 11:45 am